

# Maricopa Association of Governments



## *Don't Trash Arizona!*

Litter Education & Prevention Program



Proposers' Conference  
2009 RFP  
July 28, 2008



# Overview



# Agenda



- **Purpose of today's meeting**

- To provide information about the RFP process.
- All questions and answers received during the process will be summarized and posted to Web.
- All questions after today must be posed in writing.
- *Note that this meeting is intended to provide information in summary format only. Proposers should read the RFP thoroughly and use the RFP as their primary guide for responding to this request.*

- **Background**

- What is MAG?
- Why is a litter prevention program needed?
- Status of current campaign

- **RFP Process**

- Scope of Work
- Budget
- Evaluation Criteria
- Schedule
- RFP Requirements

- **Questions & Answers**

- Will be summarized and posted to Web.





# What is MAG?

- MAG is formed to:
  - Provide a forum for discussion and study of regional problems.
  - Ensure pooling of resources.
  - Plan for the solution of regional problems requiring jurisdictional cooperation.
  - Facilitate agreements for the adoption of common policies.
  - Prepare for future growth and development of the region.





# Situational Analysis

- ADOT spends \$3 million year and 150,000 labor hours to pick up litter along Valley freeways.
- Litter impacts the economy when tourists and prospective businesses choose not to return to the state.



# Situational Analysis



- Concern by elected officials led to inclusion of litter funding in Regional Transportation Plan.



# Situational Analysis

- Transportation Policy Committee selects *Don't Trash Arizona* slogan based on California success.
- State campaign launched in July 2006.
- Regional campaign launched in August 2006.



# Program Purpose



- Reduce litter on the regional freeway system by developing a strategy to increase public awareness and change behavior.
- Work cooperatively with ADOT to ensure seamlessness.
  - Increases scope and reach of prevention messages.
  - Pooling resources creates maximum efficiency and utmost value for every dollar spent.



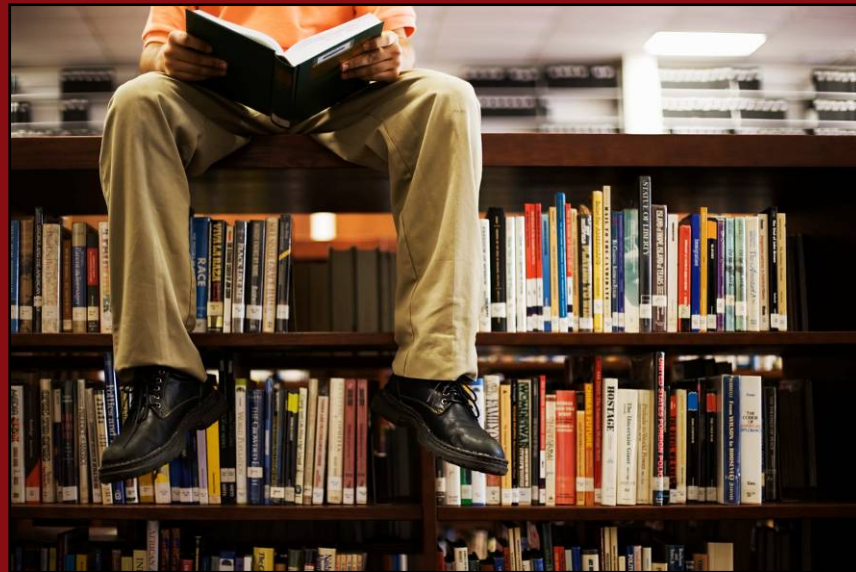


# Program Purpose

- Establish an evaluative process to measure the success of the program.



# RESEARCH



# Secondary Research

## Review of Existing Litter Campaigns



- Utilized global, national, and local research and held one-on-one interviews with stakeholders and industry experts.

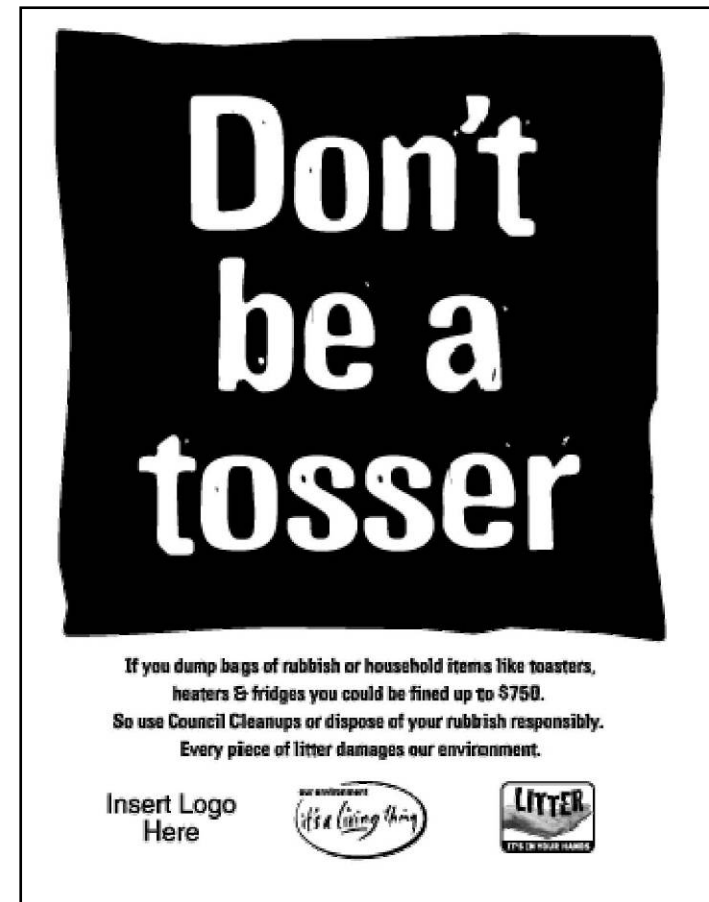


# Secondary Research

## Review of Existing Litter Campaigns



- Australia
  - Social Responsibility



# Secondary Research

## Review of Existing Litter Campaigns



- Texas
  - Pride

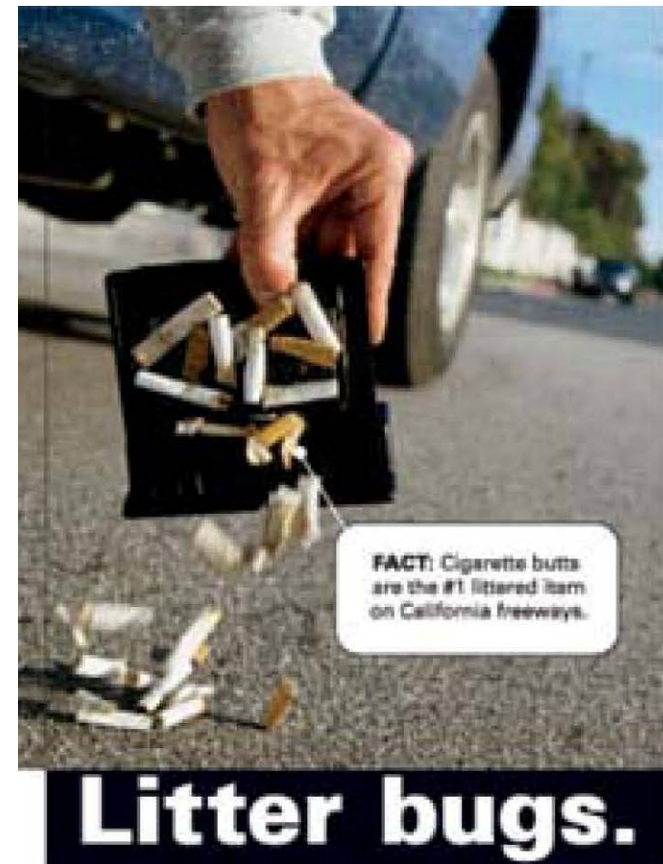


# Secondary Research

## Review of Existing Litter Campaigns



- California
  - Pride



# Secondary Research

## Review of Existing Litter Campaigns



- Washington
  - Fines & Enforcement

**Litter and  
it will hurt.**

Okay, one last time:  
This is not a urinal.



Get caught tossing a bottle of urine and you'll pay \$1,025.  
Fines for littering range from \$103 to \$5,000. Remember, Washington  
State Patrol has eyes out for violators. (Not to mention their noses).

**Litter and  
it will hurt.** **REPORT VIOLATORS  
866-LITTER-1**



# Benchmark Survey

- Scientific Telephone Survey
  - Sample size: 1,200
    - 720 Maricopa County
    - 240 Tucson
    - 480 Balance of state
  - Demographics
    - Full-time Arizona residents
    - Adults 18-65+
    - Various ethnicities, income and education levels.





# Survey Results


## *Target Audience Description*

- 16-24; 25-34.
- Predominately male.
- Single.
- Smokers.
- Eat/buy fast food 2 times per week or more.
- Frequent bars and night clubs.
- Drive pickup trucks.

# Survey Results



## *Litter Behavior*

- 60% of littering is deliberate.
- People tend to litter when alone.
- Small items often forgotten.
  - Cigarette butts. 
  - Candy, gum and food wrappers.



# Survey Results

## *Litter Behavior*

- 69% claimed not to have littered.
- Litter most likely to fall out of vehicles. (19%)
- Most likely to litter while driving. (42%)
- 62% carry a litter bag.
  - 54% would consider it.



# Survey Results



## *Litter Awareness*

- Majority of residents consider litter a problem.
- Almost a third had seen, heard or read a litter ad within the past 3 months.
- Many recalled the “Don’t Trash Arizona” slogan.
- Majority likely to report litterers.



# Survey Results



## *Litter Awareness*

- Vast majority don't believe they will get caught littering.
- Messages that tested well:
  - \$500 fine. (71%)
  - Safety hazard. (68%)
  - Costs of cleanup. (68%)
  - Have pride in your state. (60%)



# Current Campaign





# Key Strategies

- Focus on pride.
- Focus on target demographic.
- Target both deliberate and “accidental” litter.
- Seek partnerships.





# Key Messages

- Litter is ugly.
- Litter is unhealthy.
- Litter is unsafe.
- Take pride in our state

*Don't Trash Arizona!*



# DontTrashAZ.com



# Activities

- Public Relations
- Media Outreach
- Paid Advertising
- School Outreach
- Partnerships



# EVALUATION





# Measurement Criteria

- Reduction of complaints to ADOT central office.
- Conduct follow-up telephone survey to measure awareness and behavior changes.
  - Self-reported littering.
  - Litter reported falling off respondent's vehicle.
  - Seen/heard advertising or media coverage.
  - Litter bag usage.
  - Awareness of Web site.



# Budget



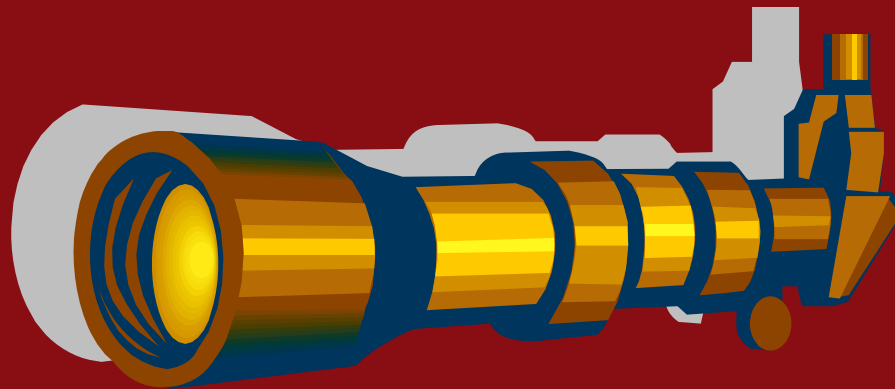
# Budget



- One-year contract not to exceed \$380,000.
  - MAG may, at its option, offer to extend up to a maximum of 2 one-year options.
    - Based on project performance and future funding availability.
- Response to RFP must include breakdown of costs, such as labor allocation by task, media buys, production of educational and advertising materials, etc.
- Note that MAG withholds 10 percent of each invoice until contract complete.



# Scope of Work



# Scope of Work



- Services will include:
  - Public relations.
  - Marketing/advertising.
  - Development of value-added partnerships.
  - Must include evaluation component.
  - Adaptable to English/Spanish audiences.



# Scope of Work

- Proposed Tasks:
  - Reporting
    - Refine Scope of Work
    - Documentation
    - Monthly Progress Reports
    - Final Report (annually)
  - Establish Program Objectives & Measurement Criteria; Evaluate Program
  - Develop and Implement Program

# RFP Requirements





# RFP Requirements

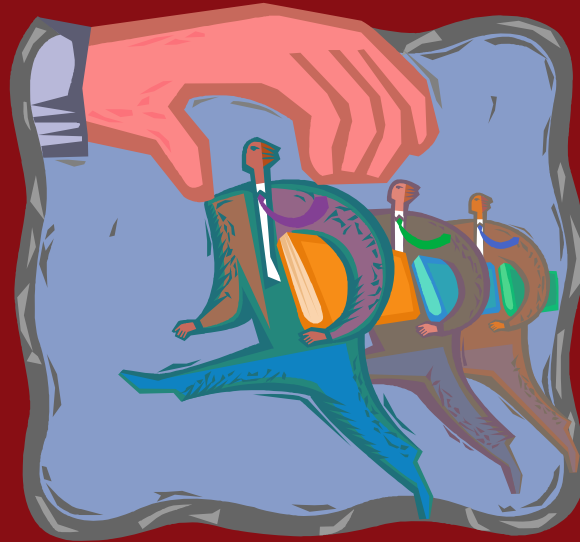
- See detailed requirements on Page 4 of RFP. This is a summary only.
- Project cost and schedule.
  - Notice to proceed anticipated to be September 30, 2008.
- 10 copies of proposal.
- Deadline:
  - Must be submitted by 12:00 Noon MST on Friday, August 8, 2008. NO EXCEPTIONS.



# RFP Requirements

- Proposal Content:
  - Maximum length 50 pages.
    - Including cover letter, resumes, media samples, appendices, etc.
  - Statement describing organization and approach.
  - Work plan.
  - Preliminary schedule in bar chart format.
    - Include dates of deliverables (Page 3 of RFP).
  - Staffing plan in table format.
    - Include org chart, project manager, team members, percent time, etc.
  - Resumes for major staff members.
  - Certification of compliance of rules of professional conduct.
  - Experience in similar work (see Appendix A).
  - Labor cost allocation budget (see Appendix B).
  - Proposer's registration form (see Appendix C).
  - Indicate if firm is a disadvantaged business enterprise.
  - Document potential conflicts of interest.

# Selection Criteria





# Selection Criteria

- Demonstrated understanding of project through well-defined work plan consistent with objectives.
- Clarity of proposal, realistic approach, technical soundness, and enhancements.
- Proven track record.
- Availability of key personnel throughout projects.
- Price/rationale.
- Ability and commitment to complete project and meet deadlines.
- Recognition of work priorities and flexibility to deal with change.
- Evaluated by multi-agency review panel.



# Schedule





# RFP Schedule

- July 11, 2008 – Public Notice Posted
- July 28, 2008 - 2:00 PM – Proposers' Conference
- **August 8, 2008 - 12:00 PM (Noon) – DEADLINE For Proposals**
- August 8, 2008 - 12:05 PM MST – Public Opening
  - Proposals delivered to multi-agency review team.
- August 15, 2008 (Approx) – Multi-Agency Review Team Joint Meeting
- August 25-29, 2008 – Consultant interviews (if necessary)
  - Proposer's should reserve blocks of time on August 28-29
- September 10, 2008 - 12 PM (NOON) MST – Management Committee
- September 17, 2008 - 4:00 PM – Transportation Policy Committee
- September 24, 2008 - 5:00 PM – Regional Council – Final Consultant Approval
- September 30, 2008 – Anticipated Notice to Proceed

# Questions?



# THANK YOU

*Direct questions to:*

*[ktaft@mag.maricopa.gov](mailto:ktaft@mag.maricopa.gov)*

*or via fax @ 602-254-6309*

